



# **REQUEST FOR PROPOSAL**

December 7, 2016

For

**RETAIL MARKET ANALYSIS**

RFP # 2016-1216

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## SECTION 1.0 – NOTICE OF REQUEST OF PROPOSALS (RFP)

### 1.1 Notice of Request for Proposal

Notice is hereby given that sealed proposals will be received **before 3:00 p.m. CST on Friday, January 6, 2017** at the Gulf Shores City Hall located at 1905 West 1<sup>st</sup> Street, Gulf Shores, Alabama 36542 for the retail market analysis project as requested by the City of Gulf Shores Executive Department.

### 1.2 RFP Timeline

<b>Name of the Proposal</b>	Retail Market Analysis, RFP #-----
<b>Date of Issuance</b>	Wednesday, December 7, 2016
<b>Deadline for Questions</b>	Friday, December 16, 2016 at 3:00 p.m. CST
<b>Deadline for Proposal Submittal</b>	Friday, January 6, 2017 before 3:00 p.m. CST
	Consultant shall submit one (1) original and four (4) copies
<b>Submit Proposal to:</b> <b>Submit in a sealed envelope.</b> <b>Address <u>exactly</u> as stated</b>	<b><u>U.S. Mail – Mailing Address</u></b> SEALED PROPOSAL: Retail Market Analysis City of Gulf Shores Executive Division P.O. Box 299 Gulf Shores, AL 36547  <b><u>FedEx/UPS - Physical Address</u></b> SEALED PROPOSAL: Retail Market Analysis City of Gulf Shores Executive Division 203 Clubhouse Drive, Suite B Gulf Shores, AL 36542
<b>Method of Submittal:</b>	US Mail, Overnight Delivery or In Person Electronic and fax proposals <b>are not</b> acceptable
<b>Contact Person:</b>	Blake Phelps, Economic Development Coordinator bphelps@gulfshoresal.gov (251) 968-1170

1.3 The City is not responsible for delays occasioned by the U.S. Postal Service, the internal mail delivery system of the City, or any other means of delivery employed by the Proposer. Similarly, the City is not responsible for, and will not open, any proposal responses that are received on or after the time stated above. Late submittals will be retained in the RFP file, unopened. No responsibility will be attached to any person for premature opening of a proposal not properly identified.

1.4 Proposals will be publicly opened on Friday, January 6 at 3:00 p.m. CST in the City Council chambers located at 1905 West 1<sup>st</sup> Street, Gulf Shores, AL 36542. Only the names of companies who submitted proposals will be revealed. The main purpose of this opening is to reveal the name(s) of the Proposer(s), not to serve as a forum for determining the awarded proposal(s).

- 1.5      Proposals will be evaluated promptly after opening. Proposal results will not be given prior to award. Proposals may be withdrawn any time prior to the scheduled closing time for receipt of proposals; no proposal may be modified or withdrawn for a period of sixty (60) calendar days thereafter.

----- End of Section 1.0 -----

## SECTION 2.0 – SCOPE OF SERVICES

### 2.1 Background

Gulf Shores, Alabama is nestled along 32 miles of sugar-white sand beaches on the northern coast of the Gulf of Mexico. This coastal city is home to a full-time population nearing 12,000 and metro area (Daphne-Fairhope-Foley MSA) of 204,000 which is in the top 10 fastest growing Metropolitan Statistical Areas (MSA) in the nation. Residents of Gulf Shores enjoy a high quality of life, relatively low cost of living expenses and above-average income levels, which give them more purchasing power than other similarly sized cities. The city has a rapidly growing population that has increased over 10% since 2010 and a thriving tourism industry that attracts over 6 million visitors to Coastal Alabama each year.

Ideally located just 30 miles from Pensacola, FL and only 50 miles from Mobile, AL, Gulf Shores enjoys a long-standing reputation as an enticing destination to live, visit, retire and invest. The City embraces the vision of a sustainable beachside community. As part of its growth management strategy and in anticipation of redevelopment, Gulf Shores adopted the *Small Town, Big Beach Vision 2025 for Sustainability*. This strategic vision is aimed at focusing the growth and designing the future of Gulf Shores through identified strategies to protect and enhance quality of life, while also diversifying its tourism-dependent economy and promoting economic prosperity in a business-friendly environment.

With a median age of 48.8, Gulf Shores has a slightly older population base than other similar cities due to its popularity as a retirement destination. The local housing market is strong and new home construction, good public schools and low crime rates have helped spur rapid residential growth amongst families in recent years.

#### 2.1.2 Gulf Shores & Orange Beach Tourism Visitor Profile (2015)

##### Quick Facts

- 6.1 million people visited Coastal Alabama in 2015
- \$3.9 million in visitor spending
- Lodging revenues topped \$431 million
- 113 sporting events were hosted

##### Lodging Revenues by Season

- Winter \$30,948,125 (7.15%)
- Spring \$102,921,092 (23.79%)
- Summer \$235,173,086 (54.35%)
- Fall \$63,634,315 (14.71%)

##### Retail Sales Trends

2011	2012	2013	2014	2015
\$ 559,794,314	\$ 642,112,978	\$ 654,042,227	\$ 727,060,575	\$ 791,141,089

## 2.2 Introduction

The City of Gulf Shores Executive Department is seeking Proposals from qualified Consultants to provide an independent city-wide market analysis.

## 2.3 Project Objective

The intent of the market analysis and strategy is to achieve the following for Gulf Shores:

- To identify market potentials for Gulf Shores with respect to the following market segments: retail, dining/entertainment, personal and professional services, corporate/professional office.
- To quantify future demand for the market segments listed above over a defined time horizon (five to ten years) in terms of nonresidential square footage.
- To identify an optimal tenant mix for Gulf Shores, including recommendations for geographically clustering mutually supporting uses, if relevant.
- To develop a market-based development strategy founded on the market analysis. This market strategy is not intended to be a multidisciplinary master plan for Gulf Shores, but rather a focused set of market-driven recommendations for retaining, expanding, and recruiting desired businesses, as well as attracting commercial, residential, and mixed use development.

## 2.4 Scope of Services

Consultant shall create a City-specific profile for the determination of what types of retailers would be successful in various areas/districts across the City, then provide recommendations of who would be the best fit and which of those retailers are currently looking at new markets for expansion. Key areas of focus include:

- Northern Highway 59 corridor
- Beachfront tourism district
- Waterway Village

The selected consultant will provide research, analysis, and recommendations sufficient to accomplish the "Project Objective," as stated above. At a minimum, the scope of work shall include the following:

### 2.4.1 Market Analysis

1. Overview of the community and regional economy and market to provide a context for the Gulf Shores market analysis and strategy.
2. Retail leakage and surplus
3. Competition
4. Cannibalization

5. Trade area analysis
6. Consumer profile information (psychographics, buying habits, etc.)
7. Resident access to services, retail, healthcare and other amenities
8. Catalog available properties & opportunities for existing developments
9. Written description of existing market conditions to address relevant issues such as the quantified amount of various businesses, vacancy space/units, product pricing, and similar characteristics. In particular, this section should identify key deterrents to investment in Gulf Shores.
10. General conclusions highlighting the most significant findings and projections of the analysis as a bridge to the resulting market-based strategy.

#### 2.4.2 Market-Based Strategy

Consultant shall provide a customized retail recruitment strategic plan including targets, timelines and goals, for both 1-year and 5-year time periods. This plan shall include recommended interventions for each district/area of focus in the form of financial incentives, special zoning districts, and public improvements (parking, lighting, sidewalks, etc.) to promote business/commercial development.

#### 2.4.3 Additive Alternatives

The following additive alternatives are an integral part of this proposal, and to be responsive, the bidder shall quote for the base bid and also for the following listed additive alternatives:

1. Consultant shall provide an additive option to develop a database or other software-driven application to provide the City with current information to create customized marketing packets for retail recruitment. An option would be for the Consultant to create the customized marketing packets. The City shall retain access to the database at all times and information shall be updated on a consistent basis, e.g., monthly.
2. Consultant shall provide training on its software system for the City to utilize. Explain how this training is provided (on-site, web-based) and any cost to provide the training.
3. Consultant shall provide an additive option to support recruitment by the City and assist with the actual recruiting of potential retail companies by making connections, recommending methods of contact, assisting with prospect calls, representing Gulf Shores at ICSC regional and national conferences, etc. Include examples of recruitment support with your proposal submittal, and how you charge for these services.

2.5 It is anticipated that the Consultant will need to perform some of the Scope of Services on-site in Gulf Shores. Consultant shall factor any costs associated with on-site visits into the all-inclusive firm fixed price submitted in their proposal.

2.6 Timeline

1. The City is anticipates the Contract to begin in January 2017. The Consultant shall complete the tasks outlined in the Scope of Services and present its findings in a written report to the City no later than April 1, 2017 unless otherwise approved by the City.
2. The Contract period shall include the market analysis, specific recommendations for the identified key areas/districts and customized recruitment strategy; including targets, timelines and goals, for both 1-year and 5-year time periods.
3. Any additional optional contract period(s) will include database creation, software training, recruiting support or other services if approved by the City.

----- End of Section 2.0 -----



## **SECTION 3.0 – PROPOSAL EVALUATION AND AWARD**

### **3.1 Award**

Any award(s) made by the City of Gulf Shores is subject to prior approval by the City of Gulf Shores City Council.

1. Award shall be made to the responsible Proposer submitting the most responsive proposal which offers the greatest value to the City with regard to the criteria detailed and the specifications set forth herein. The City reserves the right to accept or reject any or all proposals; to resolicit the proposal; to award proposals item-by-item, by groups or lump sum; and to waive technicalities and formalities where it is deemed advisable in protection of the best interests of the City.
2. If the evaluation team determines that all the proposals received shall be rejected, the Proposers shall be notified by the Executive Department accordingly. At that point, the City may, or may not, re-solicit the project.

### **3.2 Proposal Evaluation Criteria**

In general, the proposals will be evaluated based on, but not limited to, the general evaluation criteria stated below and the completeness, clarity and content of the proposal.

#### **3.2.1 Qualifications and Experience**

1. Relevant experience of key personnel, including assigned Project Manager
2. Feedback from references, including performance on other city projects
3. Knowledge, experience and demonstrated success with providing similar services in tourism-driven economies

#### **3.2.2 Financial Proposal**

#### **3.2.3 Company Responsiveness to RFP**

1. Total scope of services proposed
2. Demonstrated understanding of the project
3. Proposed timeline and plan of Services
4. Responses to overall proposal and compliance with submission guidelines
5. Proposal presentation (completeness, organization, appearance, etc.)

### **3.3 The City of Gulf Shores reserves the right to use both primary and secondary consultants or to otherwise use multiple sources to protect the City's overall interests.**

### **3.4 The Company must not have any unresolved performance issues with the City of Gulf Shores. The Company's performance as a prime Consultant or Sub-consultant in previous City contracts shall be taken into account when evaluating the Company's submittal for this Request for Proposal. The City may survey other local agencies during the proposal evaluation period to make sure the Company does not have any unresolved or unsatisfactory performance issues.**

3.5 The City of Gulf Shores reserves the right to reject any or all proposals, and may terminate its obligations at any time prior to authorizing a professional services contract.

3.6 Proposal Evaluation Procedures

Proposals will be evaluated individually by a proposal evaluation team (hereinafter referred to as Team) using the Proposal Evaluation Criteria as listed above.

1. Team members will evaluate each proposal based on their experience and judgment of how well the proposal addresses the City's requirements. Each prospective company is assured that any proposal submitted will be evaluated independently using the best available information and without any forgone conclusions.
2. Consideration will also be given to written clarification provided during the evaluation process and input from staff or other persons judged to have useful expertise that should be considered in a responsible, fair assessment of the relative merits of each proposal.
3. The team may arrange demonstrations and/or conference calls with representatives of the companies whose proposals are deemed to be within the "competitive range". The purpose shall be the clarification of any aspect of the proposal that is deemed to have a material bearing on arriving at a fair determination of which proposal offers the best overall value.
  - a) If presentations and/or conference calls have been conducted, representatives for each proposal deemed to be within the competitive range will be given a written clarification of any aspect of the solicitation that was requested by one or more evaluators. Clarifications may also be issued if an evaluation team member regards such as being necessary to make a fair and reasonable determination of the proposal to accept. In addition, each Proposer deemed to be within the competitive range may be invited to submit a "best and final offer" if such seems appropriate under the clarifications issued to the provisions and specifications of this solicitation. Please note that guidance would also permit procurement participants to determine that only one proposal is within the "competitive range." If such were to be determined, the Team would then enter into negotiations with the Proposer offering the greatest value proposal in efforts to arrive at a purchase price that is deemed fair and reasonable based on price or cost analysis.

3.7 A Proposer's submission of a proposal constitutes its acceptance of this evaluation technique and its recognition and acceptance that subjective judgments will be used by the evaluators in the evaluation.

----- End of Section 3.0 -----

## SECTION 4.0 – SUBMITTAL INSTRUCTIONS

### 4.1 Proposal Format

- 4.1.1 In order to facilitate the analysis of responses to this RFP, Consultants are required to prepare their proposals in accordance with the instructions outlined in this section. Consultants whose proposals deviate from these instructions may be considered non-responsive and may be disqualified at the discretion of the City of Gulf Shores.
- 4.1.2 Proposals shall be prepared as simply as possible and provide a straightforward, concise description of the Consultant's capabilities to satisfy the requirements of the RFP. Expensive bindings, color displays, promotional materials, etc., are not necessary or desired. Emphasis shall be concentrated on accuracy, completeness, and clarity of content.
  - a) Each of the six (6) sections listed below shall be tabbed and labeled.
  - b) Each page shall be numbered on the bottom right hand corner.
  - c) Submit one (1) original hard copy, one (1) electronic copy and five (5) hard copies of the proposal in a sealed envelope or package.
  - d) The proposal shall be organized as follows:
    - 1.0 Cover letter and executive summary
    - 2.0 Company background and experience
    - 3.0 Responses to scope of services
    - 4.0 Database software information
    - 5.0 Marketing material samples
    - 6.0 Submittal forms
- 4.1.3 Tab 1.0 - Consultant shall provide a Cover Letter on corporate letterhead, signed by an authorized representative of the company. Consultant's name, address, and signature shall be clear and legible. Consultant shall also provide an Executive Summary which will be limited to a brief narrative highlighting the Consultant's proposal. The Executive Summary should not include cost quotations.
- 4.1.4 Tab 2.0 - Consultant shall provide information about their company so the City of Gulf Shores can evaluate the Consultant's stability and ability to support the commitments set forth in the RFP. This information shall also include the individuals assigned to perform the Services. The City of Gulf Shores, at its option, may require a Consultant to provide additional documentation and/or clarify requested information.
  - a) Brief description of the company including past history, present status, future plans, etc.
  - b) Company size and organization

- c) Location and description of company office designated to perform services requested in the RFP.
- d) Indicate the number of people by level located within the office that will be assigned to this contract and the organization of the office.
- e) Provide the name of the principal or project manager in your firm who will have direct and continued responsibility for the services provided to the City. This person will serve as the firm's first point-of-contact on all matters dealing with services and the handling of day-to-day activities through the duration of the project.
- f) Describe the professional experience of each individual proposed to be assigned to this project and provide a detailed listing of the projects they have worked on for other clients.

4.1.5 Tab 3.0 - Consultant shall provide an outline for project management and task implementation. The work plan must detail the firm's services to be performed and a schedule the firm proposes for completing the project. This outline shall include milestones based on the Scope of Services.

4.1.6 Tab 4.0 - Provide information on the database software that may be used for this project.

4.1.7 Tab 5.0 - Provide sample copies of marketing materials previously prepared by the Proposer or under the Proposer's direction.

4.1.8 Tab 6.0 – Submittal Forms (Attachment A) including financial proposal.

4.1.9 All offers and other work products submitted in response to this Solicitation shall become the property of the City of Gulf Shores.

----- End of Section 4.0 -----

# **ATTACHMENT A**

## **PROPOSAL SUBMITTAL FORMS**

For

### **RETAIL MARKET ANALYSIS**

RFP # 2016-1216

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## GENERAL COMPANY INFORMATION FORM

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

General Description of the Company:

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Number of years in business: \_\_\_\_\_

### Personnel

Name and title of person(s) overseeing the City account: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_ Email: \_\_\_\_\_

Names, titles and years of experience of persons expected to service the City account:

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## References

List three (3) customers who are current or have been served by your company within the last three (3) years with projects of similar scopes. (Name of firm, address, contact person, phone number)

**Reference #1 - Name:** \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person & Phone: \_\_\_\_\_

Date & Description of Job: \_\_\_\_\_

Contract Value: \_\_\_\_\_

**Reference #2 - Name:** \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person & Phone: \_\_\_\_\_

Date & Description of Job: \_\_\_\_\_

Contract Value: \_\_\_\_\_

**Reference #3 - Name:** \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person & Phone: \_\_\_\_\_

Date & Description of Job: \_\_\_\_\_

Contract Value: \_\_\_\_\_

## PROPOSAL PRICING SUBMITTAL FORM

1.0 The Consultant shall, at its sole cost and expense, provide, perform and complete in the manner described and specified in this Request for Proposal all necessary labor, services, transportation, equipment, materials, apparatus, information, data, freight and other items necessary to accomplish the Project as defined below, in accordance with the Scope of Services as described in this Request for Proposal. The Services will also include procuring and furnishing all approvals and authorizations, permits, and certificates and policies of insurance necessary to complete the Project.

2.0 Consultant shall provide all-inclusive firm fixed pricing as requested below. The prices shall include insurance, labor, administrative costs, office and warehouse costs, equipment, software and all other expenses necessary to complete the referenced project according to “normal” industry standards per the specifications, exclusive of all taxes.

Description	All-inclusive firm fixed price
Retail market analysis, including development of the City-specific profile and customized recruiting strategy – due May 1, 2017	\$
Recruiting Database Development and Training	\$

3.0 Consultant shall provide task/project pricing for creation of marketing packets and recruitment support.

Description/job classification	All-inclusive firm fixed hourly rate
	\$
	\$
	\$
	\$
	\$
	\$



# **ATTACHMENT B**

## **MAP OF DISTRICTS**

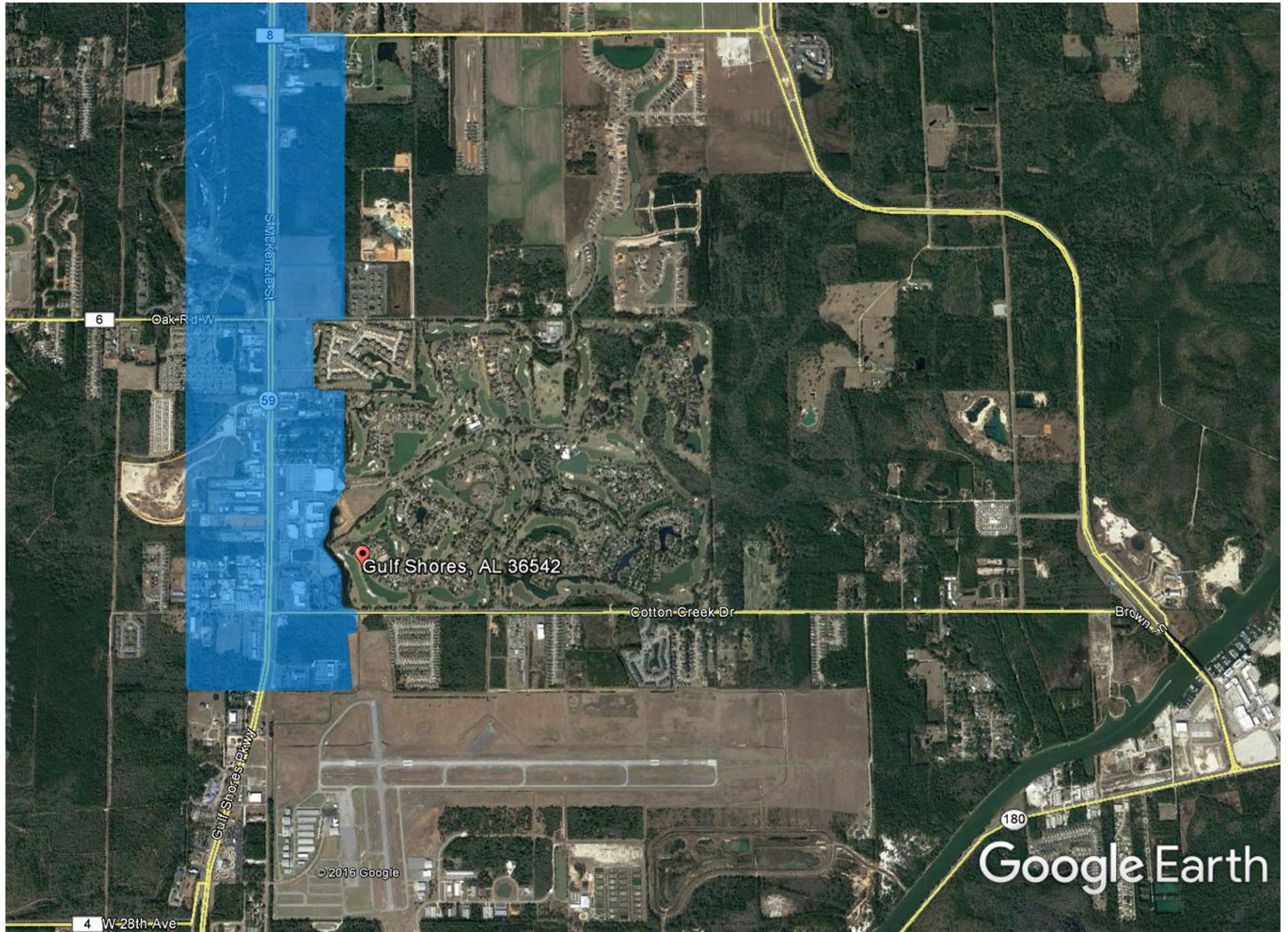
For

## **RETAIL MARKET ANALYSIS**

RFP # 2016-1216

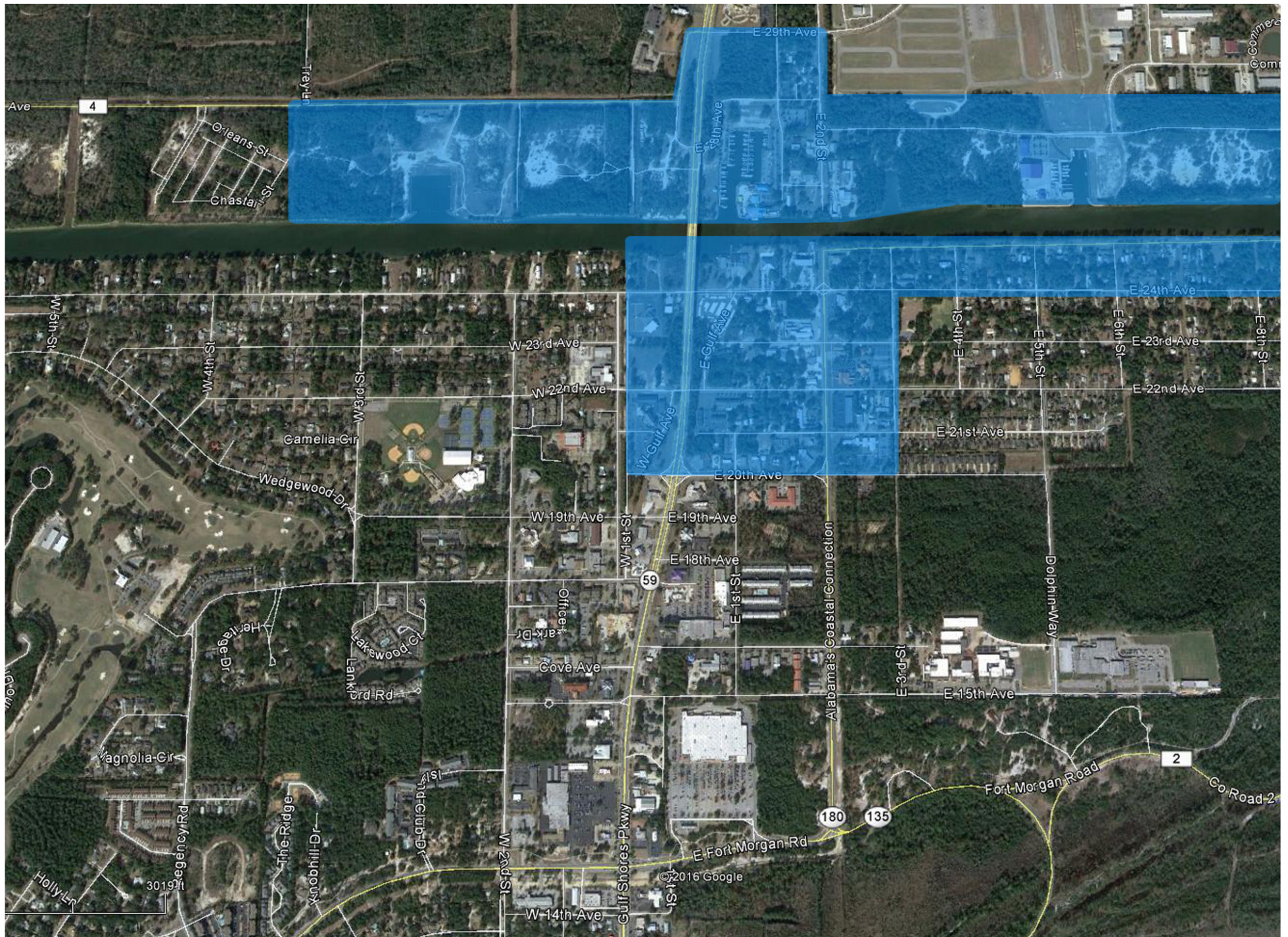


## Highway 59 North Commerical Corridor





## Waterway Village District





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